

Amherst Public Arts Commission Meeting – August 7, 2013
Room 101, Bangs Center

Present: Eric Broudy, Rachel Hankinson, Bonnie Isman, Rene Theberge
Absent: Rosario Gaddier, Jenny Lind, Jim Wald (Select Board liaison)

Eric called the meeting to order at 4:03 p.m.

New Member. Eric Broudy was welcomed as a newly sworn in member of the Commission.

Chair's Report. Rene had a cordial meeting with Town Manager John Musante who is supportive of APAC. Musante suggested that when APAC raises \$1,500 for the next payment on the Portal sculpture, the BID would release the \$3,500 that they have pledged. Both amounts could be paid to Matt Johnson in one check. Musante is skeptical about placing a sculpture in the roundabout near Atkins Farms. He suggests we look into other locations in South Amherst. Musante also brought up a technical issue. Town Meeting voted to establish APAC with only 5 members, not with 7 which has been past practice. Rene will research this and recommend corrective action for the fall Town Meeting.

Relationships with Other Organizations. Bonnie reported that the Amherst Cultural Council grants follow the Mass. Cultural Council's funding process. Community awards will be announced in September, 2013, followed by the announcement of local guidelines. Grant applications will be due October 15. Bonnie will talk with the chair of the ACC. Rachel was in touch with the Art Walk group. They promote first Thursday art events. One of their current concerns is whether Meade Art Museum will be on the trolley route. They will include Town Hall on their map of art sites, but they are concerned that it doesn't look open and no one is there to welcome visitors most of the time. Rene will talk with Stacey from YAC. Their teen mural projects are ending in Amherst, though they may continue elsewhere. Rene will also follow up with the Amherst Chamber and the BID.

Fundraising & Treasurer's Report. Rachel reported a balance of \$555.09 in our account as of August 1, 2013. This includes \$100 donated by the Jones Library/Burnett Gallery Committee. Rachel has drafted a letter to the editor on our fundraising efforts. According to Terry Rooney, there is a Facebook page for the Biennial which might be useful for publicity, in addition to Terry's blog. Rene talked with Finance Director Sandy Pooler and confirmed that members of APAC can be paid for expenses, as long as it is a legitimate commission expense. We agreed to participate in the BID Block Party on September 12 to ask for donations. Rene, Rachel and Eric will work on this. We discussed asking local businesses for major donations. Rene will approach banks. Bonnie will follow up with the application to the Cherwatti Fund. Eric suggested starting to build a fund for art long term, such as 1% for art on new construction.

Future Plans. Rene suggested a separate meeting to discuss the purpose of APAC. Conducting an inventory of public art and developing a walking map would be one way to promote art in Amherst. We could solicit public opinion on where the next piece of art should be installed. APAC may need its own website or blog.

Next Exhibit. A new group of photographers will be in Town Hall in September. Rachel would like to have a feedback form for artists. Rachel distributed a draft of instructions to artists for publicity releases. Eric will check with Gallery A3 to update our contact list. The hanging system for exhibits is now located upstairs on the Town Manager's floor.

Minutes. There was no action on the July minutes.

Adjourned 5:10 p.m.

Next meeting: Thursday, September 5 at 3:30 pm

Submitted by Bonnie Isman